

For Immediate Release:

ANTI-SEDENTARY FOUNDATION

13 June 2024

167-169 Great Portland Street, London W1W 3PF

It's not true that teenagers move more in the summer

LONDON - 13 June 2024: The Anti-Sedentary Foundation is proud to announce the launch of its new campaign, "It's not true that teenagers move more in the summer". This initiative aims to raise public awareness about the sedentary behavior among young people, especially during the summer months, and to raise funds to promote physical and sports activities.

The Issue:

Contrary to popular belief, many teenagers spend their summer days glued to video games, neglecting opportunities for outdoor movement and socialization. The symbolic image of our campaign features a young person playing with a console while the sun shines brightly outside the window, perfectly representing this troubling trend.

Our Goals:

Promote an active lifestyle: With the funds raised, we will organize sports and recreational activities to encourage kids to get out of the house and move.

Raise public awareness: Through informational campaigns in schools and youth centers, we want to highlight the importance of movement and outdoor living.

Pressure the video game industry: We will ask companies to introduce time limits in their games or devices to promote a more balanced usage.

How to Participate:

We invite all citizens, businesses, and institutions to support our campaign through the GoFundMe platform. Every contribution is valuable and will help us create programs that can make a significant difference in our youth's lives.

We believe that by joining forces, we can combat sedentary behavior and promote a healthier lifestyle for our children. We invite everyone to visit our website for more information and to donate on our GoFundMe page.

Financial Information:

The financial costs applied by crowdfunding platforms, marketing costs as well as any other costs will be deducted from the funds raised, in line with the information illustrated on the Financial Information page (<https://anti-sedentaryfoundation.org/financial-information>). Any funds not distributed will be allocated to the program the following year or to other Foundation initiatives to combat sedentary lifestyle. An annual report will provide a complete picture of the change generated by the initiative.

We invite the public, the media, and all those who share our vision to join us in our mission. We hope you will rally behind our cause, and together, help us strive for a healthier and more fulfilling way of life for all.

For further information, contact:

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About the Anti-Sedentary Foundation:

The Anti-Sedentary Foundation is a non-profit organization founded in 2019 with the goal of combating the sedentary lifestyle and promoting the importance of physical activity for overall well-being.